

# Communication Technology

> green case studies

Local Government  
Association of NSW



Shires Association  
of NSW



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# Using communication technology to reduce your ecological footprint



By providing information electronically you can reduce the impact of your own resources, as well as using electronic media to promote green options, so that the people attending your event can also contribute to reducing your events ecological footprint.

## Communication technology options:

- Internet
- Email
- Electronic documents

# Green case studies



## **Peats Ridge Sustainable Arts and Music Festival promoted Sustainability as a theme for the event**

- Used the website to promote transport options
  - public transport information
  - shared transport – car forum
  - environmentally friendly transport – cycling and walking routes
- Promoted Sustainable Education
  - Including information on how to be a model event
  - Discussion forums
- Website: [www.peatsridgefestival.com.au](http://www.peatsridgefestival.com.au)

# Green case studies



**Sustainable Living Festival** showcases a range of exhibitors, talks, workshops, art, films and performances celebrating and inspiring sustainable communities.

- Used website to promote Sustainable Living practices, from turning the lights off at home to environmentally friendly holidays
- Sustainable Living Network – online discussion forums and focus groups
- Online directory – searches Green Pages and the online Consumer Guide for sustainable products and companies
- Website: [www.slf.org.au](http://www.slf.org.au)

# Saving paper



Instead of printing brochures and programs, provide them on your website as downloadable PDFs or use emails

- Minimise your ink coverage and make sure it works in black and white as well as colour
- Use hyperlinks or bookmarks to improve using the document so that people prefer that format
- Use environmental statements like “please consider the environment before printing this document”

# Web casting and video conferencing



- Web casting and video conferencing
  - Live streaming of conferences and events
  - Stored video files for download after the event
  - Interactive conferencing

Example: Queensland community engagement conference

Website: [www.engagingcommunities2005.org](http://www.engagingcommunities2005.org)

# Collecting information



If you run a sustainable event, please document it so that others can learn from your experience.

Tell us about it so we can use your example on the Towards Sustainable Communities website in its Green Events section.

Website: [www.sustainablecommunities.lgsa.org.au](http://www.sustainablecommunities.lgsa.org.au)

# Useful references



- **DEC – green dates**

[www.environment.nsw.gov.au/help/events.htm](http://www.environment.nsw.gov.au/help/events.htm)

- **UTS ACEM – International Event Management Conference**

[www.acem.uts.edu.au/event\\_management\\_conference.html](http://www.acem.uts.edu.au/event_management_conference.html)

- **Zero emissions network**

<http://zeroemissionnetwork.org.au>

- **Earth Hour**

<http://earthhour.smh.com.au/what-is-earth-hour.html>